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# USDA Inside USDA Information

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## IN THIS ISSUE

As you read this issue, you'll note some announcements of meetings you may want to attend...status reports of events and activities you'll want to keep aware of...those usual job announcements...and maybe even a surprise or two.

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## GPO-JCP NEXT MEETINGS

Next meeting with the public and government printing folks will be Nov. 13, 10 a.m. to 4 p.m. at the Federal Building, Room 8544, 300 North Los Angeles St., Los Angeles. Then another will be held the 19th in the Ceremonial Court Room, 19th Floor, 450 Golden Gate Ave., same times, in San Francisco.

These are more of the hearings the Joint Committee on Printing and the Government Printing Office have been holding.

If you want to attend contact, by Nov. 8, the regional procurement office in Lawndale, Calif., or in San Francisco--depending upon which meeting you want to attend. (GPA's Printing Center can give you more complete addresses if you need them.)

As in previous meetings, topics to be addressed include the role of JCP; laws governing federal printing and distribution; federal printing and binding regs; procurement from the private sector; the contractor compliance program; new technologies; standards for paper used by the govt.; and public access to govt. documents.

Word is that the Washington hearing will be held shortly after the first of the year.

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## ALL ABOUT DESIGN

Agency folks here got a rundown exercise in using the new design standards recently issued. Dave Sutton, GPA, also went over them with the AMS-administered regional officers who were in town this week. Next month, he will brief Forest Service inf staffs at their Madison, Wisconsin, conference.

Only problem so far with the books is that everyone wants a copy and not enough were printed to meet in-house demands. So Dave will be contacting agency inf heads again soon asking for quantities needed and requesting funds for a rerun.

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## SEEN OR HEARD FROM

Several state visitors showed up during the week...first to hit our offices was Bill Stellmon, U. of Idaho. He--and others--were in town to attend the communication research conference in Alexandria...sponsored by the National Science Foundation.

We also received notes from Don Schwartz, Cornell U., who added more to our pokes at computerization, bless it. Then Bill Soule, U. of Vermont, wrote that we should underline and forward our piece about gobbledygook...which we did. Then Gary Vacin, Kansas State U., called in about a couple of openings...carried at the end of this issue.

We also got a note from Delmar Hatesohl, U. of Missouri, in which he said the 1981 Missouri Agricultural Communications Conference has been set for April 1 and 2. He said plans are beginning to jell...was particularly hopeful we'd mention the date so there might be less chance of conflicting with other important meetings. (Now you know.)

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THE WRONG OLD GOAT

At first we thought it was Sam Rosen on the cover of "Focus," Montana State U.'s research magazine. Then we realized it was more properly Greg Northcutt, who's the station editor there. We knew it couldn't be Marcia Krings.

But then we knew we were being unfair. Really, if you haven't seen the color shot of the mountain goat on the cover of "Focus," you should write Greg or Marcia for a copy. Rest of the issue is right interesting too.

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OH DOUBLE-DASH  
IT ALL!

Meanwhile, back home, Ed Curran, GPA, took a swipe at "Inside..." and properly so, too. Ed, no newsletter slouch himself--he writes and edits the "Farm Paper Letter" which goes primarily to farm newspaper editors--noted our item about government advertising in issue #48 for Oct. 10.

We said the Army spent \$42.6 million on ads last year and expects to spend \$53 this year. Ed says "that's what I call a cutback."

All right, darn it, we meant \$53 million this year...no cutback.

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EH? HOW'S THAT?

We've written about sound sheets before...now comes Wally Shiverdecker of the Forest Service with a report on them at a regular get-together of radio, TV and AV folks called by Jim Johnson, GPA, last week.

In case you've forgotten, sound sheets are the flimsy, floppy plastic recorded sheets you sometimes find in magazines. Wally has used them twice...the latest time was for 12 spots on using wood. He distributed the sheets to 4,500 AM stations and sent more to FM stations through regional FS offices.

Preliminary results of mail-back cards he sent with the sheets showed that 25% judged the format excellent; 75% judged it acceptable. On quality...29% said it was excellent; 67% acceptable.

As for length, 55% preferred 30 seconds; 25% wanted 60 seconds. The remaining 20% were more or less evenly divided among 10, 15 and 20 second lengths.

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RULES, RULES, RULES!

Jim Johnson attended a couple of other meetings last week that may affect many USDA inf operations.

One was with the National AV Committee and the other with the committee's Evaluation Task Group.

At the first, he learned of a survey about the A-114 regulations--those horrendous rules we all have to follow. The survey will cover about 1,000 govt. AV workers and their supervisors and is designed to find out how much people know about the regs and how well A-114 is working. Get ready to speak up, folks!

In the second meeting, Jim learned of evaluation regs and procedures planned within the Department of Health and Human Services. The final version--with additions or adaptations--will be an appendix item for proposed evaluation regs. for all govt. They are scheduled to be issued for comments and reactions around Nov. 1.

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MORE LINKS TO THE  
CHAIN

"One of these days" may come sooner than we think. For many moons, GPA has run a Visitor Information Center in USDA to help people from off the street find answers and publications. Carole Plummer and others in the Center have taken care of massive numbers of people providing even more massive quantities of materials.

Now help for the Center--and the public--seems just around the corner. Plans are to link the Technical Information System (National Ag Library) computer-based inf system with the Visitor Information Center. TIS is already using Lanier terminals to retrieve inf for its use. By linking one between TIS and the Center, folks can improve ability to respond quickly, precisely and accurately to requests from the public. Finally, Alice Skelsey's SEA Inf shop has been developing a computer-based system that contains an inventory of USDA pubs...and titles of some other departments. So, three systems soon will be linked together.

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A BOOKLET TO GET

The New York State Energy Research and Development Authority sent us a copy of "The Search for Tomorrow's Energy" the other day. You who are involved in energy programs may want to write for it...a 4-color booklet loaded with approaches to solutions to multiple energy problems.

Copies are available from Technology Transfer, NYSERDA, Agency Building 2, Rockefeller Plaza, Albany 12223.

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JOB HUNTING? TRY  
KANSAS STATE

Those K. State jobs Gary Vacin called about relate to putting an energy extension service into the present extension set-up. So, Gary needs help. Deadline is Nov. 17.

First, he needs a half-time graphic artist with a B.S. or equivalent, able to do visuals for publications and training aids. He prefers someone with experience in commercial art, advertising or educational work.

Second, he needs a full-time information specialist...requires a B.S. in journalism...someone who can write, edit, do photography, layout, etc. He prefers someone with a master's. Individual hired will also do work in news with the engineering and continuing education staffs.

Write Gary if interested or call him at (913) 532-5804. (Gary's address is 129 Umberger Hall, Manhattan, Kansas 66506.

\* \* \*

OR OKLAHOMA STATE

Charles Voyles, Oklahoma State U., is looking for a publications editor. He wants someone before Nov. 1 who has a bachelor's and 2 years' experience in a college, business, industry or farm publication. Job will handle all phases of extension and experiment station publications in ag, 4-H and home ec.

Get in touch with Charlie at 102 Public Information Building, Stillwater 74078. His phone is (405) 624-6886.

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OR WISCONSIN

Lloyd Bostian, U. of Wisconsin, says his outfit has an opening for a faculty position in home economics communication. Deadline for applying is Feb. 1, 1981. Position will be available in July. It's a 12-month appointment.

Ideally, person selected should have teaching and research experience and ability to supervise information programs. A PhD is required.

Write Lloyd about the job at 440 Henry Mall, Madison 53706 or call him at (608) 262-1196.

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ON THE PROWL

Two job hunters have been in touch with "Inside..." One, Ronald Reed, we told you about before. He's from 415 East 14th St., Ottawa, Kansas 66067...sent a good resume about his 16 years' experience as a newscaster, news writer and his GS-11/12 qualifications.

The other job seeker is Darryl Kuhnle, 135 S. Harmony St., West Salem, Wisconsin. He presently directs the programming and production efforts for the AV Center at the U. of Wisconsin-LaCrosse. His TV/radio experience is impressive.

If you're hunting applicants, both these folks would be worth a check.

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AND THAT'S 30, FOLKS

Final bit of news--on the level--has it that your "Inside Information" editor, Hal Taylor, announced his retirement this week. His last day will be Oct. 31, at which time he says he's going to "work" for himself after 30 years in USDA and land-grant universities. Whether there will be a #51 of "Inside..." remains to be seen.